

Action Plan for Fort Monroe Aquatic Facilities

January 2004

GOAL 1: Increase Usage of the Pools by Eligible Patrons having access to Post

STRATEGY: Improve and add variety to the services and programs we offer. Use customer incentives, creative promotions and effective marketing to keep current customers and draw new patrons from the local market.

LONG TERM OBJECTIVE: To keep our current customer's coming back & attracting new ones.

SHORT TERM OBJECTIVE: Work with MWR marketing, Casemate, and the many other means available to promote our facility to personnel and families living and working on and off post. January 2004

LONG TERM OBJECTIVE: Offering improved services, great atmosphere and new programs to our customers will increase usage and revenue.

SHORT TERM OBJECTIVES:

1. Advertise early bird special savings incentive for joining the outdoor pool. March 2004
2. Continue offering monthly swimming lessons with varying times for convenience. January 2004
3. Add diversity to the types of Aerobic classes offered at the pool – Increase Audience January 2004
4. Advertise swimming lessons, scuba and special events offered at the pool for through CDC and other targeted audiences February 2004

GOAL2: Goal: reduce costs and improve the satisfaction of our customers

STRATEGY: Target new levels of performance by using first class benchmarks.

LONG TERM OBJECTIVE: Improve efficiency of operation, Improved customer service, more diverse services offered to our customers

SHORT TERM OBJECTIVES:

1. Utilize the Internet more effectively for purposes of advertising and posting information relevant to the pool.
2. Work on posting downloadable documents on the Aquatic's Home page such as applications for employment, pool parties, pool membership, etc. April 2004
3. Offer membership incentives for lap swimmers who participate in a documented swimming program "Swim for your Life" January 2004
4. Offer higher-level swim classes to include life guarding, Water Safety Instructor and LGI classes. January 2004
5. Offer continuous monthly youth swimming lessons. January 2004
6. Offer Saturday infant, youth and adult swim lessons. January 2004

GOAL 3: Exceed NIBD Objective

STRATEGY: With increased Security and restrictions to gain entry to post - Creatively advertise and promote the programs and services offered by the Aquatic facilities to all eligible customers on and off Fort Monroe.

LONG TERM OBJECTIVE: Meet or Exceed budgeted NIBD less any budgeted USA Reimbursement.

SHORT TERM OBJECTIVES:

1. Offer pool time for special groups e.g. home school, youth groups, etc. January 2004
2. Explore partnership possibilities with the Post Health clinic for physical therapy and other potential markets. March 2004
3. Explore the potential market for “Drown proofing Classes” for soldiers on post. June 2004
4. Promote and book more Pool party rentals, Use the current customer base to book recurring parties January 2004
5. Offer more personalized services to our customers

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